ORDER

FIRST COAST NEWS FCN FIRST FOR YOU A GANNETT COMPANY

WJXX-TV

Orders	**Order / Rev:**	**713072 - 2**		
	Alt Order #:	06311389		
	Product Desc:	PRTOECT FL TAXPAYERS		
	Estimate:			
	Flight Dates:	10/22/12 - 11/02/12	Primary AE:	Jim Quinn
	Original Date / Rev:	09/12/12 / 11/01/12	Sales Office:	T-PHI
	Order Type:	Political	Sales Region:	NAT
Agency	**Name:**	**SRH Media/ POL**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		2204 Countryside Drive	Billing Cycle:	EOM/EOC
		Silver Spring, MD 20905	Agency Commission:	15%
Advertiser	**Name:**	**Protect Florida Taxpayers**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Candidate/Presidential,IS-Issue/Ballo	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	50	$8,120.00	$6,902.00
10/29/12	11/02/12	36	$4,780.00	$4,063.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	$8,120.00	$6,902.00	0.00
November 2012	36	$4,780.00	$4,063.00	0.00
Totals	86	$12,900.00	$10,965.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WJXX-TV	7%	$12,900.00
Market	100%	$184,285.71

Competitive Share	Share	Total
CABLE	0%	$0.00
WAWS	5%	$9,214.29
WCWJ	0%	$0.00
WJXT	46%	$84,771.43
WTEV	15%	$27,642.86
WTLV	27%	$49,757.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	WJXX	10/22/12	11/02/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MTWTF- -	:30	5	$100.00	P-3	0.00 NM	10	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	10/22/12	10/28/12	MTWTF- -	5	$100.00	0.00							
	Week:	10/29/12	11/04/12	MTWTF- -	5	$100.00	0.00							
2	WJXX	10/22/12	11/02/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF- -	:30	5	$130.00	P-3	0.00 NM	10	$1,300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	10/22/12	10/28/12	MTWTF- -	5	$130.00	0.00							
	Week:	10/29/12	11/04/12	MTWTF- -	5	$130.00	0.00							
3	WJXX	10/22/12	11/02/12	M-F 12P-1P	CM	M-F 12-1P	MTWTF- -	:30	5	$70.00	P-3	0.00 NM	10	$700.00

Order / Rev: 713072 - 2 Advertiser: Protect Florida Taxpayers

Alt Order #: 06311389 Product Desc: PRTOECT FL TAXPAYERS **WJXX-TV**

Flight Dates: 10/22/12 - 11/02/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 12P-1P		(12:00 PM-12:30 PM)									
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MTWTF--	5	$70.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	$70.00	0.00								
4	WJXX	10/22/12	11/02/12	FCN News at 5pm	CM	M-F 5p-5:30p	MTWTF--	:30	5	$95.00	P-3	0.00	NM	10	$950.00
				M-F 5-5:30pm											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MTWTF--	5	$95.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	$95.00	0.00								
5	WJXX	10/22/12	11/02/12	FCN News at 5:30	CM	M-F 5:30p-6p	MTWTF--	:30	5	$125.00	P-3	0.00	NM	10	$1,250.00
				M-F 5:30-6pm											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MTWTF--	5	$125.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	$125.00	0.00								
6	WJXX	10/22/12	11/02/12	FCN News at 6	CM	M-F 6p-6:30p	MTWTF--	:30	5	$150.00	P-3	0.00	NM	10	$1,500.00
				M-F 6-6:30pm											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MTWTF--	5	$150.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	$150.00	0.00								
7	WJXX	10/22/12	11/02/12	Extra	CM	M-F 7:30p-8p	MTWTF--	:30	5	$250.00	P-3	0.00	NM	10	$2,500.00
				M-F 7:30-8p											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MTWTF--	5	$250.00	0.00								
		Week: 10/29/12	11/04/12	MTWTF--	5	$250.00	0.00								
8	WJXX	10/22/12	10/28/12	FCN News at 11pm	CM	M-Su 11p-11:35p	MTWTFSS	:30	7	$275.00	P-3	0.00	NM	7	$1,925.00
				M-Su 11-11:35p											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MTWTFSS	7	$275.00	0.00								
9	WJXX	10/22/12	10/26/12	FCN News at 11pm	CM	M-Su 11p-11:35p	MTWTF--	:30	5	$275.00	P-3	0.00	NM	5	$1,375.00
				M-Su 11-11:35p											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	MTWTF--	5	$275.00	0.00								
10	WJXX	10/27/12	10/27/12	GMA Saturday	CM	GMA Saturday	-----S-	:30	1	$100.00	P-3	0.00	NM	1	$100.00
				GMA Saturday											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	-----S-	1	$100.00	0.00								
11	WJXX	10/27/12	10/27/12	FCN Sat News at 6:30	CM	Sat FCN News We	-----S-	:30	1	$180.00	P-3	0.00	NM	0	$0.00
				Sat 6:30-7p/7p news after footba											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	-----S-	1	$180.00	0.00								
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
1	*WJXX*	*10/22/12-10/28/12*	*FCN Sat News at 6:30*	Sat FCN News W	------Sa--	*:30*	~~*($180.00)*~~	0.00	*NM*						
		Credited													
		[CR]													
12	WJXX	10/28/12	10/28/12	GMJ Sunday	CM	Sun 7a-730a	------S	:30	1	$60.00	P-3	0.00	NM	1	$60.00
				GMJ Sunday											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	------S	1	$60.00	0.00								
13	WJXX	10/28/12	10/28/12	First Coast News On Poi	CM	First Coast News (	------S	:30	1	$60.00	P-3	0.00	NM	1	$60.00
				First Coast News On Point											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	------S	1	$60.00	0.00								
14	WJXX	11/02/12	11/02/12	FCN News at 6	CM	M-F 6p-6:30p	----F--	:30	1	$180.00	P-3	0.00	NM	1	$180.00
				M-F 6-6:30pm											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/29/12	11/04/12	----F--	1	$180.00	0.00								
														Totals	86 $12,900.00